BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Business Pearson BTEC Level 3 International Foundation Diploma in Business Pearson BTEC Level 3 International Diploma in Business Pearson BTEC Level 3 International Extended Diploma in Business
Unit number and title	**Unit 14: Investigating Customer Service**
Learning aim(s) (For NQF only)	**A:** Explore how effective customer service contributes to business success **B:** Investigate the methods used to improve customer service in a business
Assignment title	Why is it important to provide excellent customer service?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have secured a trainee manager apprenticeship at your local supermarket. Your supervisor has told you that they want to focus your time, initially, on the customer service that the supermarket provides so that by the end of your placement you have demonstrated that you can provide customer service to the level that they expect.

Task 1	You are to create a report that: - Examines the customer service approaches/process in at least two contrasting businesses showing how these can help the business meet its customer expectation levels. - Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations - Analyses, with examples, how these legislation and regulation impact on customer service - Provides research on, and an analysis of, the methods a selected business can use to improve customer service - Evaluates the importance for the selected business of providing excellent customer service and adhering to relevant current legislation and regulations. - Finishes with an evaluation of the benefits of improving customer service performance from the perspective of the business, the customer and the employee

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Checklist of evidence required	A report
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
14/B.D2	Evaluate the benefits of improvements to customer service performance for the business, the customer and the employee.
14/A.D1	Evaluate the importance for a selected business of providing excellent customer service and adhering to relevant current legislation and regulations.
14/B.M2	Analyse different methods of monitoring customer service for a product or service in a selected business.
14/A.M1	Analyse how legislation and regulation impacts on customer service provision in a selected business.
14/B.P3	Research methods a business can use to make improvements to the customer service provision.
14/A.P2	Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations.
14/A.P1	Describe the different approaches to customer service delivery in contrasting businesses.
Sources of information to support you with this Assignment	www.ezinearticles.com www.instituteofcustomerservice.com www.marketingdonut.co.uk www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners. **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/support/published-resources.html#step1
Other assessment materials attached to this Assignment Brief	